Majestic humpback whales share coastal waters with 10,000 year-old icebergs.

Marketing Plan and Partnership Opportunities 2002

A marketing directory of Newfoundland and Labrador Tourism and how you can participate.

NEWFOUNDLAND & LABRADOR
CANADA

www.gov.nf.ca/tourism/

Dear Tourism Partner:

The Department of Tourism, Culture and Recreation (TCR) is pleased to introduce the Marketing Plan and Partnership Opportunities 2002, a directory of marketing programs and services available to you, the tourism industry. This directory was established with industry consultation and is designed to build the province's tourism industry and to grow your business.

Within these pages you will find an overview of our 2002 Marketing Plan. This comprehensive plan builds upon our past successes. We have experienced a 37% increase in non-resident visitation from 1996 to 2000 and preliminary statistics for 2001 suggest a season comparable to 2000. Our success is also measured by the impact the tourism industry has made to our economy. Tourism directly employs 15,000 Newfoundlanders and Labradorians, 10,000 indirectly. Last year, non-resident tourism revenues were $287 million, while 1999 resident revenues were approximately $332 million (most current data available). The plan will continue to promote Newfoundland and Labrador as the "Destination of Choice."

The purpose of the Marketing Plan and Partnership Opportunities 2002, is to make it easier for you to access and take part in marketing programs that are best suited to your business and target markets, many at reduced TCR rates. For example, through our Ontario Newspaper campaign, you can purchase a 1/8 page ad for one-third the regular advertising cost. We encourage you to review all of the programs. Contact names, deadlines and costs are listed for each program. Please note that some programs have limited space, are subject to booking deadlines, sell out early and are subject to change.

Partnership is fundamental is our success; partnerships to make informed decisions and partnerships to bring more resources to the table. Together, industry and government must continue to embrace a marketing strategy that thrives on the spirit of cooperation and entrepreneurship. So let's work together by pooling our resources to grow the tourism industry for the mutual benefit of individual businesses and all Newfoundlanders and Labradorians.

Sincerely,
Newfoundland and Labrador Tourism

Market Plan Overview

Tourism Philosophy

For Newfoundland and Labrador, there's no such thing as an accidental tourist. It takes deliberate action to visit here… compelled by curiosity and the promise of what is different.

Marketing Objectives

- Increase non-resident visitation and expenditures from our core markets.
- Increase travel in the shoulder seasons of early summer and early fall.
- Increase resident travel and expenditures.

Marketing Strategy

- Focus resources on markets and products with the greatest return on investment.
- Position the province as the "Destination of Choice."
- Build consumer and trade awareness and increase visitation to Newfoundland and Labrador.
- Build on our existing brand icons.
- Integrate marketing activities with a consistent look and message.

Brand Positioning

An arresting and compelling destination because of the blend of our unique offerings – exclusive products, dramatic seascape and landscape, significant history, distinct culture and genuine people.

Target Markets

In Province

Residents of Newfoundland and Labrador represent the largest and most important market segment for tourism in Newfoundland and Labrador. They represent 84% of the visitors to Newfoundland and Labrador and contribute 56% of the revenue.

Newfoundlanders and Labradorians have a low awareness of the diverse tourism offerings in this province, yet, it is efficient and inexpensive to reach, inform and persuade them to travel throughout their own province. The spin-off benefits from pride and satisfaction are also critical, leading to positive word-of-mouth influence from these tourism ambassadors.

Demographic

Primary	Secondary
• Adults 25-45	• Adults 50+
• With or without children	• Empty nesters
• Average income and education	• Active lifestyles/highly mobile
• Own at least one automobile	

Out of Province

Sightseeing/Touring

The Sightseeing/Touring product is based on our diverse blend of significant cultural heritage, soft adventure and nature viewing experiences. The majority (64%) of vacation/pleasure visitors to Newfoundland and Labrador come for sightseeing/touring purposes and contribute 61% of the total vacation and pleasure tourism expenditures to the province.

Domestic travel within Canada remains the backbone of the Canadian tourism industry. Of all the trips within Canada, 80% are taken by Canadians. The major market for the Sightseeing/Touring market is the Canadian domestic market representing 82% of our non-resident visitors. Ontario represents 46% of that Canadian market. The Maritimes is our next largest with 31% of total visitors coming from Nova Scotia, Prince Edward Island and New Brunswick. Western Canada, mainly Alberta and British Columbia, represents 17%, and Quebec represents 6% of our total visitation in 2000.

The United States is the key international market for Canada. It also provides great potential for Newfoundland and Labrador, as these travellers are demanding adventure and cultural/heritage experiences in new destinations. At present 13% of our visitors come from the United States.

The United States is a significant market and the competition for market share in the northeast United States is enormous. To maximise our market share, Newfoundland and Labrador works co-operatively with the Atlantic Canada Tourism Partnership and the Canadian Tourism Commission.

Pleasure travel to Newfoundland and Labrador from overseas represents 5% of total non-resident visitation to the province. Increased air access from UK and Germany, and Japan to Toronto, has resulted in a 15% increase in direct international flight arrivals in St. John's during 2000. These are developmental markets for Newfoundland and Labrador, and as such Newfoundland and Labrador will be marketed in partnership with our Atlantic Canada partners and the Canadian Tourism Commission.

Demographic

Primary

- Adults 25-35, heavily skewed 45-64
- High disposable income
- University educated
- White collar, urban residents
- Empty nesters, no children living at home
- Like to participate in nature, culture and enrichment experiences
- Nature oriented, adventuresome

Geographic

Primary	Secondary	Developmental
• Canada – Ontario, the Maritimes	• Northeast United States • Western Canada	• Europe – United Kingdom and Germany • Japan

Visiting Friends and Relatives

The VFR (Visiting Friends and Relatives) market is important for Newfoundland and Labrador. It represents 38% of total visitors to the province and 32% of the revenue. Though their expenditures are smaller than other visitors, the VFR market stays on average 13 nights and re-visits to the province on average every 5.2 years.

Demographic

- Expatriate
- Roots in Newfoundland & Labrador
- Former residents not born here
- Friends and/or family living here

Geographic

- Canada – Maritimes, Ontario, Alberta
- United States – Northeast

Niche

Our niche markets continue to provide opportunity for growth to Newfoundland and Labrador. These markets are medium-to-high volume and medium-to-high yield. In these markets, Newfoundland and Labrador has the unique, unusual, distinctive and exclusive product offerings that these markets are demanding.

- Outdoor Adventure and Nature Viewing
- Hunting and Fishing
- Meetings, Conventions and Incentive Travel

Outdoor Adventure and Nature Viewing

Newfoundland and Labrador has the fortunate position to have the unique, exclusive product offerings desired by this market – the world's largest concentration of humpback whales, most southerly point for iceberg viewing, 5 ecological reserves of global significance, largest Atlantic Puffin sanctuary in North America, the world's largest caribou herd, 17,500 km of coastline.

In Canada, 2.4 million people travel to experience outdoor adventure and nature while in the United States this market represents 30 million people. Currently, over half of our sightseeing/touring visitors participate in outdoor adventure and nature viewing activities while vacationing in Newfoundland and Labrador. This market is a high volume, mid-to-high yield and well travelled group.

Demographic

Primary

- Adults 25-44, skewed 45-65
- Couples
- University educated
- High disposable income
- Travel outside home province/state
- Active, nature oriented, adventuresome, travel "off the beaten track"
- Like to participate in nature learning trips

Geographic

Primary	Secondary
• Canada – Ontario, the Maritimes • USA – Northeast	• Other USA • Europe – United Kingdom and Germany • Japan

Hunting and Fishing

Newfoundland and Labrador offers hunters and sport fish enthusiasts one of the most amazing and rewarding experiences in the world. Our big game population densities are higher than anywhere in North America and as high as anywhere in the world, and our game fishing are the most prized in the world. The hunting and fishing market contributes significantly to our tourism revenues. Some 4,500+ big game licences along with over 1,630 salmon and 2,300 trout licenses were sold to non-residents in 2000.

In 1998, 5.5 million Canadian anglers took 108,000 fishing trips over 1,600 km. In the United States, 35.6 million people participate in sports fishing. The 1996 Product/Market Match study identifies that 2% of the market stay at high end lodges, while the remainder use local accommodations and B&Bs. Newfoundland and Labrador also has the opportunity to attract the high volume of this market which chooses not to fish from a lodge based operator.

In 1996, 1.2 million or 5.1% of Canadians hunted. Of these, 1 million hunted as a main activity, and nearly three quarters of that million hunted big game. In the United States this market is even larger. In 1996, 14 million Americans hunted. Of these, 11.3 million people hunted big game.

Demographic

Primary

- Adults 25-34, heavily skewed 45-65
- Predominantly male
- University educated
- High disposable income
- Travel outside home province/state for hunting or fishing
- Nature oriented, adventuresome

Geographic

Primary	Secondary
• USA – Northeast, Mid West	• Other USA
• Canada – Ontario, Quebec,	• Other Canada
• Maritimes	

Meetings, Conventions and Incentive Travel

Recent estimates put Canada's annual share of the North American MC&IT industry at approximately $6.5 billion, equivalent to about 10% to 15% of the total industry. Newfoundland and Labrador statistics place the economic impact of the Meetings and Conventions market at approximately $26 million annually. In addition pre- and post-conference stays have a significant impact on the general sightseeing/touring market.

The outlook for 2002 is very strong according to business booked to date in St. John's and Corner Brook. The completion of the Mile One Stadium and St. John's Convention Centre will assist this growing market as those conventions which could not previously be accommodated will be able to hold their conventions in St. John's and thus impact the provincial tourism sector.

The Incentive Travel market is becoming a major focus of the MC&IT marketing effort. In the past three years, there has been an increase in awareness and interest in Newfoundland and Labrador as an incentive destination. While this market is in the developmental stage, there are export-ready products and services available. As a result there is an increase in Newfoundland and Labrador incentive travel programming in the national and international incentive travel houses and corporate planners.

Demographic

- National Associations
- Regional Associations
- Corporate Meeting Planners
- Government Meeting Planners
- Incentive Travel Planners

Geographic

- Canada
- United States
- Europe (Incentive Travel Market only)

Marketing Programs and Opportunities

Our marketing programs are available for you to participate. This section is organized by programs available within all markets and programs available within each niche market. Partnership opportunities include advertising, trade shows, marketplaces, public and media relations.

ALL MARKETS

Marketing Partnership

Marketing Partnerships is a new position within Newfoundland and Labrador Tourism whose mandate is to provide on-going communication to tourism operators and partners with respect to the Tourism Marketing Plan and Partnership Opportunities. Marketing Partnerships is designed to make it easier for you to access and take part in the Marketing Programs available. To help you plan and grow your business, assistance is available in the identification and development of marketing approaches that complement the Newfoundland and Labrador Tourism Marketing Plan.

In addition, we provide the industry with marketing intelligence, through the use of presentations, road shows and the Marketing Plan and Partnership Opportunities 2002 guide. Presentations may also be delivered upon request to groups interested in marketing program development and partnerships.

For information contact Shelley Hynes 709-729-5251 shelleyhynes@mail.gov.nf.ca

Publications & Literature

Travel Guide 2003

Description: A 200-page travel guide to Newfoundland and Labrador including Attractions, Adventures, Accommodations, Tours, Excursions, Shops, Studios, Galleries, Festivals and Events. The Travel Guide is distributed to all inquiries for travel information in Canada, United States and English-speaking Europe. The print run is 175,000 copies.

Distribution Date: January 2003

Deadlines:	Free Listing Information	Advertising Booking	Advertising Material
	May 31, 2002	August 23, 2002	August 30, 2002

Cost/Size Specifications:

Full Page	$ 9,750.00	
1/2 Page	$ 5,125.00	
1/3 Page	$ 2,875.00	
1/6 Page	$1,250.00	(Full color)
	$875.00	(Black and White + one color)
	$625.00	(Black & White)
1/12 Page	$312.50	(Black & White, copy only)

For information contact: Andrea Peddle 709-729-2808 apeddle@mail.gov.nf.ca
To book advertising contact: Advertising Co-ordinator, Bristol Group 709-753-7242 info@bristolgroup.ca

Web Site Link Program

http://www.gov.nf.ca/tourism/ is the official web site of Newfoundland and Labrador Tourism, Department of Tourism, Culture and Recreation.

Links

Description: Tourism operator listings included on the Tourism Destination Management System (TDMS) will automatically be included on the Newfoundland and Labrador Tourism Web Site.

Partners have two opportunities to link:

- Tourism operator listings included on the TDMS that contain web site addresses will automatically be linked from the Newfoundland and Labrador Tourism site to the operators' site.
- Links can be established to other tourism-related sites that promote Newfoundland and Labrador as a tourism destination.

Cost:

- Links to tourism operators listed on TDMS are free of charge.
- Links to other tourism related sites require reciprocal links back to Newfoundland and Labrador Tourism site.

For information contact Bristol Group 709-753-7242 info@bristolgroup.ca

Visitor Information Centres

Literature Distribution

Description: Distribution of tourism brochures to provincial and regional Visitor Information Centres.
Distribution Date: May 2002 and June 2002
Deadline for Materials: April 30, 2002 and May 31, 2002
Cost: Free. Operators are responsible for delivery to the Distribution Centre.
For information, contact Nick Dawe 709-729-5228 ndawe@mail.gov.nf.ca

Staff Training

Description: The travel counsellors in the provincial Visitor Information Centre (VIC) throughout the province are often the first personal contact for many visitors. In 2001, counsellors spoke with over 97,000 visitors. Each spring, a training program is conducted to enhance new travel counsellors' knowledge of the province's attractions, services and products. Experiencing your product first hand through tours or presentations, greatly increases the counsellors' knowledge of your product, thereby enabling them to transfer this information to our visitors. To promote your product or region to these crucial staff, there are opportunities to participate in regional tours and presentations.

Cost: Free to tourism operators and/or in-kind contribution of product and service.
For information contact Manager of Visitor Services 709-729-2835

Tourism Information and Reservations System

Newfoundland and Labrador Tourism, in partnership with TELELINK – The Call Centre Inc., operates the toll free 1-800-563-NFLD information and reservation service. This service is used by vacationers to obtain information, travel counselling assistance and reservation bookings before leaving their residence and while in the province.

Information

Description: The information provided to the travel counsellors on the 1-800 line, the web site and the Visitor Information Centres (VICs) is supplied through the Tourism Destination Management System (TDMS) database. Operators can update their information at anytime so that it remains current.

Deadline for Information: May 31, 2002 for 2003 Travel Guide and updates at anytime.

Cost: Free to tourism operators and visitors

For information contact Jim Barrett 709-729-2985 jbarrett@mail.gov.nf.ca

Reservations

Description: The reservation service is operated by TELELINK – The Call Centre Inc. Over 5,500 reservations were booked as of August 31, 2001 representing a 25% increase in reservations sales over 2000 by visitors through the provincial information and reservation system. Operators can update their information at anytime so that it remains current.

Cost: Tourism operators are charged a listing fee and commission for reservations booked. For Hospitality Newfoundland and Labrador members, the annual listing fee is waived and operators pay only a commission for service when revenue is generated through actual booking.

For information contact Deanne Collins 888-693-2255 tourism@thecallcentreinc.com

NOTES:

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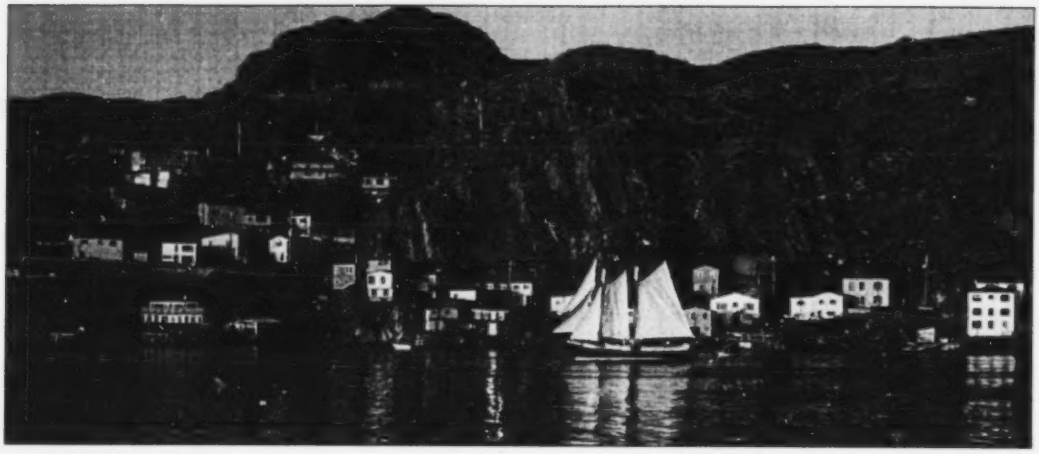
- *Prices do not include applicable taxes*



Call Centre Staff Training

Description: Call Centre Counsellors may be our visitors' first point of contact in their Newfoundland and Labrador experience. Counsellors have an opportunity to sell your product or region and encourage visitors to stay longer. Educate call centre counsellors on your product or region by giving presentations, hosting tours and keeping them informed on events in your region.

Cost: Free to tourism operators and/or in-kind contribution of product or service.

For information contact Deanne Collins 888-693-2255 tourism@thecallcentreinc.com

Educational Tours

Newfoundland and Labrador Tourism supports its marketing campaign by conducting Travel Media and Travel Trade educational tours, also called familiarization (FAM) tours. During these site inspections and fact-finding missions, media and travel trade professionals experience Newfoundland and Labrador first hand. Accommodations, food and beverage operations, transportation, attractions and Destination Marketing Organizations (DMOs) can potentially benefit through increased sales by sponsoring and partnering to host these industry professionals. Through these educational tours, the province and industry capitalize on opportunities and create efficiencies that will grow our tourism industry.

Travel Media Press Trips

Description: Industry can host pre-qualified travel TV, radio, magazine and newspaper journalists specific to their market. Editorial value from this program is four times that of paid advertising. In 2000, worldwide unpaid media coverage for Newfoundland and Labrador was valued at approximately $35 million.

Timing: Year round

Cost: In-kind contribution of your product or service.

For information contact Gillian Marx 709-729-2832 gmarx@mail.gov.nf.ca

Travel Trade Educational Program

Description: Industry can host pre-qualified tour operators, wholesalers and group tour leaders by partnering with Newfoundland and Labrador Tourism to ensure a diverse mix of products and services are experienced by these important travel influences. It is through these experiences that these trade professionals develop new packages to Newfoundland and Labrador from our strategic markets.

Timing: Year round

Cost: In-kind contribution of product or service.

For information, contact:

Europe/Japan	*Kathleen Crotty 709-729-6150*	*kcrotty@mail.gov.nf.ca*
Touring/Cruise	*Cathy Anderson 709-729-5633*	*canderson@mail.gov.nf.ca*
Meetings, Conventions and Incentive Travel	*Brenda Walsh 709-729-2777*	*bbwalsh@mail.gov.nf.ca*
Sports, Leisure and Golf	*Sandy Hickman 709-729-5260*	*shickman@mail.nf.ca*
Outdoor Adventure/Hunting and Fishing	*Ed Best 709-729-0096*	*edbest@mail.gov.nf.ca*
Manager, Sightseeing Touring and Travel Trade	*Charlotte Jewczyk 709-729-0992*	*cjewczyk@mail.gov.nf.ca*

SIGHTSEEING TOURING MARKET

Advertising

Newspaper Insert

For the past two years, Newfoundland and Labrador Tourism has distributed a high-impact insert within the major newspapers in the key markets of southwest Ontario and the Maritimes, offering its industry partners the opportunity to participate. Building on the past success of this program, this year the insert will be re-designed and its distribution re-focused to ensure it delivers the best message to the best audience.

Ontario Newspaper

Publication list: Toronto Star, Hamilton Spectator, Kitchener-Waterloo Record

Total circulation: 900,000

Insert date: Saturday, April 13, 2002

Booking deadline: Friday, February 15, 2002

Offer	Ad Size	Regular Rate	Special Insert Rate	Industry Partner Pays
	1/2 page	$23,535.00	$ 12,787.00	$ 7,485.00
	1/4 page	$11,767.00	$ 6,394.00	$ 3,743.00
	1/8 page	$ 5,884.00	$ 3,197.00	$ 1,871.00

Maritime Newspaper

Publication list: Chronicle Herald/Mail Star, Halifax Daily News, Cape Breton Post, Fredericton Gleaner, Saint John Telegraph Journal, Moncton Times Transcript, Charlottetown Guardian.

Total circulation: 330,000

Insert date: Saturday, May 4, 2002

Booking deadline: Friday, February 15, 2002

Offer	Ad Size	Regular Rate	Special Insert Rate	Industry Partner Pays
	1/2 page	$17,418.00	$ 6,263.00	$ 3,713.00
	1/4 page	$ 8,709.00	$ 3,132.00	$ 1,856.00
	1/8 page	$ 4,355.00	$ 1,566.00	$ 928.00

For information contact Brett Thornhill 709-729-2806 bthornhill@mail.gov.nf.ca

Consumer, Trade Shows, Marketplaces

Canada – Consumer and Trade			
Program	**Description**	**Who Should Attend**	**Cost**
Toronto Golf & Travel Show (CONSUMER) Toronto, ON March 1-3, 2002	Participation with Golf Newfoundland and Labrador	Golf courses and receptive operators, accommodations and transportation involved in the golf market.	Booth Space: $1,725.00 (10'x10' booth) Furnishings: $1000.00 (Based upon 2001 rates)
Toronto Travel & Leisure Show (CONSUMER & TRADE) Toronto, ON April 18-21, 2002	Key Ontario consumer show including a trade evening and a 3-day consumer show.	Receptive operators, accommodations, attractions and events, transportation and DMOs	Booth Space: $1,450.00 (10'x10' booth) Furnishings: $200.00 (Based upon 2001 rates)

For information contact Sandy Hickman 709-729-5260 shickman@mail.gov.nf.ca

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Consumer, Trade Shows, Marketplaces

Canada – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
Atlantic Canada Showcase Halifax, NS October 2002	Reverse marketplace held in Atlantic Canada for North American tour operators. Meetings are one-to-one pre-scheduled appointments.	Receptive operators, accommodations, attractions and events, and DMOs	Registration Fee: $450.00 for 1st delegate $375.00 for 2nd delegate. Includes 8'x10' booth, pipe and drape, marketplace appointments, social functions, security, booth storage, some meals. (Based on 2000 Rates)
OMCA Marketplace Ontario Motorcoach Association Annual Convention Niagara Falls, ON October 27-30, 2002	Motorcoach tour operators from Canada and US, primarily Ontario, meeting in a one-to-one pre-scheduled appointments	Receptive operators, accommodations, attractions and events, transportation and DMOs	Initiation Fee: $160.00 Annual Dues: DMOs: $325.00 Hotels, Tour Services, Attraction, Food Service Retail: $285.00 Registration Fee: $600.00 (Based on 2001 Rates)

For information contact Cathy Anderson 709-729-5633 canderson@mail.gov.nf.ca

Europe – Consumer & Trade			
Program	**Description**	**Who Should Attend**	**Cost**
CMT (CONSUMER) Stuttgart, Germany January 19-27, 2002	Participation with Atlantic Canada Tourism Partnership. Major consumer show based in one of Germany's most affluent regions.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $1,800.00 Includes booth, directory listing and briefing on the Swiss market. Registration deadline: August 2001
FESPO (CONSUMER) Zurich, Switzerland January 24-27, 2002	Participation with Atlantic Canada Tourism Partnership. Switzerland's premiere consumer marketplace. Trade component included.	Receptive operators, accommodations, major attractions and events, transportation and DMOs	Registration Fee: $3,000.00 Includes booth, directory listing, and briefing on the Swiss market.
Visit North America (TRADE) Zurich, Switzerland January 29-30, 2002	Swiss tour operator, travel agent and media marketplace with open appointments. Participation with Atlantic Canada Tourism Partnership.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Booth Fee: $2,500.00 Includes booth, some meals and directory listing Registration deadline: November 2001
Destinations 2002 (CONSUMER) London, England January 31 - February 4, 2002	Participation with Atlantic Canada Tourism Partnership. Second largest consumer marketplace in the UK - the only major consumer show in London.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $5,000.00 Includes booth, directory listing and reception Registration deadline: November 2001
Spotlight Canada (TRADE) London, England March 11-13, 2002	Tour operators and media from the United Kingdom meet in one-to-one pre-scheduled appointments. Participation in partnership with Atlantic Canada Tourism Partnership.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $50.00 Booth Fee: $2,500.00 Includes booth, directory listing, reception and briefing on the UK market. Registration deadline: August 2001
ITB Berlin (TRADE & CONSUMER) Berlin, Germany March 16-20, 2002	World's largest international tourism trade show of tour operators, travel agents, consumers and media. Participation in partnership with Atlantic Canada Tourism Partnership.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $3,550.00 Shared workstation $7,100.00 Full workstation Includes booth, directory listing, briefing on the German market and reception. Registration deadline: August 2001

For information contact Kathleen Crotty 709-729-6150 kcrotty@mail.gov.nf.ca

Japan – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
KANATA Tokyo and Osaka, Japan October 2002	A specialized marketplace in which both Canadian sellers and Japanese buyers assemble in one event in two venues in the Kanto and Kansai regions for pre-scheduled one-to-one appointments.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: Principal Delegate: single $5,400.00 Additional Delegate: shared $3,000.00, single $3,750.00 Fees include registration and booth, accommodations, some meals, coach transfer to and from hotel, social functions, Japan market briefing and buyers profile manual. Registration deadline: June 2002
Toronto/Vancouver Sales Mission Toronto, ON and Vancouver, BC December 2002	These reverse marketplaces allow you to meet with the Canadian/Japanese inbound operators who put together the packages for their home offices in Japan. In addition, many of the Japanese operators are doing Japanese outbound travel from these areas.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Participation Fee: $2,500.00 Includes registration fee, tabletop display and social functions. Registration deadline: October 2002

For information contact Kathleen Crotty 709-729-6150 kcrotty@mail.gov.nf.ca

All Markets – Media			
Program	**Description**	**Who Should Attend**	**Cost**
Travel Media Association of Canada Annual General Meeting & Media Marketplace Quebec City, QC February 9-11, 2002	Meetings with Canadian travel media one-to-one in pre-scheduled appointments.	Major attractions, events and DMOs.	Membership: $160.00 Initiation fee: $50.00 Registration Fee: $500.00 Includes: marketplace appointments, networking functions, professional developments and some meals
Annual Canadian Tourism Commission Media Marketplace Pasadena, CA April 28-30, 2002	Meetings with primarily United States travel media one-to-one in pre-scheduled appointments.	Major attractions, events and DMOs.	Registration Fee: $1,875.00 - $2,750.00 US, depending upon the number of representatives. Includes marketplace appointments, networking functions, professional development, some meals
Society of American Travel Writers Annual General Meeting & Media Marketplace Waikiki, Oahu, Hawaii, HW October 27 - November 1, 2002	Meetings with primarily United States travel media one-to-one appointments and networking sessions. Membership required to attend.	Major attractions, events and DMOs.	Application Fees: $450.00 US Membership Dues: $146.00 US Membership Directory: $150 US Registration: $660.00 US Includes flight, accommodation, marketplace meetings, networking functions, professional development, some meals.

For information contact Gillian Marx 709-729-2832 gmarx@mail.gov.nf.ca

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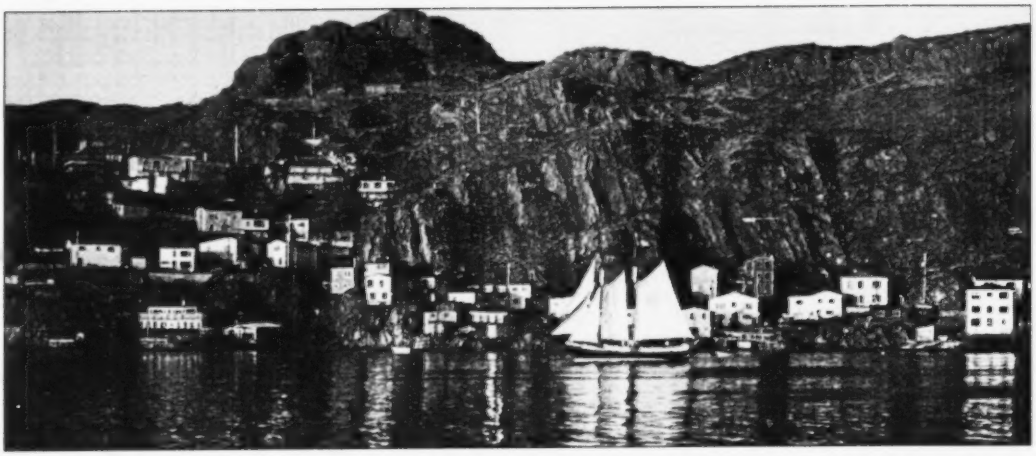

Call Centre Staff Training

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Timing: Year round

Cost: In-kind contribution of your product or service

For information contact Gillian Marx 709-729-2832 gmarx@mail.gov.nf.ca

Travel Trade Educational Program

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Timing: Year round

Cost: In-kind contribution of product or service.

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Meetings, Conventions and Incentive Travel	*Brenda Walsh 709-729-2777*	*bbwalsh@mail.gov.nf.ca*
Sports, Leisure and Golf	*Sandy Hickman 709-729-5260*	*sickman@mail.nf.ca*
Outdoor Adventure Hunting and Fishing	*Ed Best 709-729-0096*	*edbest@mail.gov.nf.ca*
Manager, Sightseeing Touring and Travel Trade	*Charlotte Jeweziyk 709-729-0992*	*cjewczyk@mail.gov.nf.ca*

SIGHTSEEING TOURING MARKET

Advertising

Newspaper Insert

For the past two years, Newfoundland and Labrador Tourism has distributed a high-impact insert within the major newspapers in the key markets of southwest Ontario and the Maritimes, offering its industry partners the opportunity to participate. Building on the past success of this program, this year the insert will be re-designed and its distribution re-focused to ensure it delivers the best message to the best audience.

Ontario Newspaper

Publication list: Toronto Star, Hamilton Spectator, Kitchener-Waterloo Record

Total circulation: 900,000

Insert date: Saturday, April 13, 2002

Booking deadline: Friday, February 15, 2002

Offer	Ad Size	Regular Rate	Special Insert Rate	Industry Partner Pays
	1/2 page	$23,535.00	$ 12,787.00	$ 7,485.00
	1/4 page	$11,767.00	$ 6,394.00	$ 3,743.00
	1/8 page	$ 5,884.00	$ 3,197.00	$ 1,871.00

Maritime Newspaper

Publication list: Chronicle Herald/Mail Star, Halifax Daily News, Cape Breton Post, Fredericton Gleaner, Saint John Telegraph Journal, Moncton Times Transcript, Charlottetown Guardian.

Total circulation: 330,000

Insert date: Saturday, May 4, 2002

Booking deadline: Friday, February 15, 2002

Offer	Ad Size	Regular Rate	Special Insert Rate	Industry Partner Pays
	1/2 page	$17,418.00	$ 6,263.00	$ 3,713.00
	1/4 page	$ 8,709.00	$ 3,132.00	$ 1,856.00
	1/8 page	$ 4,355.00	$ 1,566.00	$ 928.00

For information contact Brett Thornhill 709-729-2806 bthornhill@mail.gov.nf.ca

Consumer, Trade Shows, Marketplaces

Canada – Consumer and Trade			
Program	**Description**	**Who Should Attend**	**Cost**
Toronto Golf & Travel Show (CONSUMER) Toronto, ON March 1-3, 2002	Participation with Golf Newfoundland and Labrador	Golf courses and receptive operators, accommodations and transportation involved in the golf market.	Booth Space: $1,725.00 (10 x 10 booth) Furnishings: $1000.00 (Based upon 2001 rates)
Toronto Travel & Leisure Show (CONSUMER & TRADE) Toronto, ON April 18-21, 2002	Key Ontario consumer show including a trade evening and a 3-day consumer show.	Receptive operators, accommodations, attractions and events, transportation and DMOs	Booth Space: $1,450.00 (10 x 10 booth) Furnishings: $200.00 (Based upon 2001 rates)

For information contact Sandy Hickman 709-729-5260 shickman@mail.gov.nf.ca

NOTES:

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- *Programs and cost are subject to change*
- *Prices do not include applicable taxes*

Consumer, Trade Shows, Marketplaces

Canada – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
Atlantic Canada Showcase Halifax, NS October 2002	Reverse marketplace held in Atlantic Canada for North American tour operators. Meetings are one-to-one pre-scheduled appointments.	Receptive operators, accommodations, attractions and events, and DMOs	Registration Fee: $450.00 for 1st delegate $375.00 for 2nd delegate. Includes 8'x10' booth, pipe and drape, marketplace appointments, social functions, security, booth storage, some meals. (Based on 2000 Rates)
OMCA Marketplace Ontario Motorcoach Association Annual Convention Niagara Falls, ON October 27-30, 2002	Motorcoach tour operators from Canada and US, primarily Ontario, meeting in a one-to-one pre-scheduled appointments	Receptive operators, accommodations, attractions and events, transportation and DMOs	Initiation Fee: $160.00 Annual Dues: DMOs: $325.00 Hotels, Tour Services, Attraction, Food Service Retail: $285.00 Registration Fee: $600.00 (Based on 2001 Rates)

For information contact Cathy Anderson 709-729-5633 canderson@mail.gov.nf.ca

Europe – Consumer & Trade			
Program	**Description**	**Who Should Attend**	**Cost**
CMT (CONSUMER) Stuttgart, Germany January 19-27, 2002	Participation with Atlantic Canada Tourism Partnership. Major consumer show based in one of Germany's most affluent regions.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $1,800.00 Includes booth, directory listing and briefing on the Swiss market. Registration deadline: August 2001
FESPO (CONSUMER) Zurich, Switzerland January 24-27, 2002	Participation with Atlantic Canada Tourism Partnership. Switzerland's premiere consumer marketplace. Trade component included.	Receptive operators, accommodations, major attractions and events, transportation and DMOs	Registration Fee: $3,000.00 Includes booth, directory listing, and briefing on the Swiss market.
Visit North America (TRADE) Zurich, Switzerland January 29-30, 2002	Swiss tour operator, travel agent and media marketplace with open appointments. Participation with Atlantic Canada Tourism Partnership.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Booth Fee: $2,500.00 Includes booth, some meals and directory listing Registration deadline: November 2001
Destinations 2002 (CONSUMER) London, England January 31 - February 4, 2002	Participation with Atlantic Canada Tourism Partnership. Second largest consumer marketplace in the UK - the only major consumer show in London.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $5,000.00 Includes booth, directory listing and reception Registration deadline: November 2001
Spotlight Canada (TRADE) London, England March 11-13, 2002	Tour operators and media from the United Kingdom meet in one-to-one pre-scheduled appointments. Participation in partnership with Atlantic Canada Tourism Partnership.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $50.00 Booth Fee: $2,500.00 Includes booth, directory listing, reception and briefing on the UK market Registration deadline: August 2001
ITB Berlin (TRADE & CONSUMER) Berlin, Germany March 16-20, 2002	World's largest international tourism trade show of tour operators, travel agents, consumers and media. Participation in partnership with Atlantic Canada Tourism Partnership.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: $3,550.00 Shared workstation $7,100.00 Full workstation Includes booth, directory listing, briefing on the German market and reception. Registration deadline: August 2001

For information contact Kathleen Crotty 709-729-6150 kcrotty@mail.gov.nf.ca

Japan – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
KANATA Tokyo and Osaka, Japan October 2002	A specialised marketplace in which both Canadian sellers and Japanese buyers assemble in one event in two venues in the Kanto and Kansai regions for pre-scheduled one-to-one appointments.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Registration Fee: Principal Delegate: single $5,400.00 Additional Delegate: shared $3,000.00, single $3,750.00 Fees include registration and booth, accommodations, some meals, coach transfer to and from hotel, social functions, Japan market briefing and buyers profile manual. Registration deadline: June 2002
Toronto/Vancouver Sales Mission Toronto, ON and Vancouver, BC December 2002	These reverse marketplaces allow you to meet with the Canadian/Japanese inbound operators who put together the packages for their home offices in Japan. In addition, many of the Japanese operators are doing Japanese outbound travel from these areas.	Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs	Participation Fee: $2,500.00 Includes registration fee, tabletop display and social functions. Registration deadline: October 2002

For information contact Kathleen Crotty 709-729-6150 kcrotty@mail.gov.nf.ca

All Markets – Media			
Program	**Description**	**Who Should Attend**	**Cost**
Travel Media Association of Canada Annual General Meeting & Media Marketplace Quebec City, QC February 9-11, 2002	Meetings with Canadian travel media one-to-one in pre-scheduled appointments.	Major attractions, events and DMOs.	Membership: $160.00 Initiation fee: $50.00 Registration Fee: $500.00 Includes: marketplace appointments, networking functions, professional developments and some meals
Annual Canadian Tourism Commission Media Marketplace Pasadena, CA April 28-30, 2002	Meetings with primarily United States travel media one-to-one in pre-scheduled appointments.	Major attractions, events and DMOs.	Registration Fee: $1,875.00 - $2,750.00 U.S. depending upon the number of representatives Includes marketplace appointments, networking functions, professional development, some meals
Society of American Travel Writers Annual General Meeting & Media Marketplace Waikiki, Oahu, Hawaii, HW October 27 - November 1, 2002	Meetings with primarily United States travel media one-to-one appointments and networking sessions. Membership required to attend.	Major attractions, events and DMOs.	Application Fees: $450.00 U.S. Membership Dues: $146.00 U.S. Membership Directory: $150 U.S. Registration: $660.00 U.S. Includes flight, accommodation, marketplace meetings, networking functions, professional development, some meals.

For information contact Gillian Mars 709-729-2832 gmars@mail.gov.nf.ca

NOTES:

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- *Programs and costs are subject to change.*
- *Prices do not include applicable taxes.*

Consumer, Trade Shows, Marketplaces

All Markets – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
Rendez-Vous Canada Halifax, NS May 19-22, 2002	International tour operators and media meet in one-to-one pre-scheduled appointments.	Receptive operators, accommodations, attractions and events, and DMOs	Registration Fee: $795.00 Booth Fee: $965.00 Shared, $1,790.00 Full Includes 8'x10' booth, pipe and drape, marketplace appointments, social functions, security, booth storage, some meals and travel between hotel and RVC Venue. Registration deadline: December 2001

For information contact Kathleen Crosty 709-729-6150 kcrosty@mail.gov.nf.ca

United States – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
American Bus Association Marketplace Kissimmee, FL, February 2-7, 2002 Indianapolis, ID, February 1-6 2003	US and Canadian Tour/Motorcoach Operators meetings in one-to-one pre-scheduled appointments (Association membership required in advance of marketplace registration)	Receptive operators, accommodations, attractions and events, transportation and DMOs	Membership: $425.00 US per year Registration Fee: $995.00 US (Based upon 2002 rates)
Educational Travel Conference and Trade Show Los Angeles, CA February 22-25, 2002	Meet with travel planners from alumni associations, continuing education departments, zoos and nature centres, conservation groups, museums, cultural institutions, and other non-profit organizations interested in learning vacations. Formerly the Non-profits Conference.	Receptive Operators, DMOs	Registration Fee: $1,240.00 US
Seatrade Cruise Shipping and Trade Show Miami Beach, FL March 11-15, 2002	International Cruise Marketplace and Conference. Cruiseship Authority of Newfoundland and Labrador is the lead organization for this show which TCR supports.	Receptive operators, port authorities and DMOs	Delegate: $525 US Exhibitor $875 US non-exhibitor Booth - $3,100 US per 10'X10' booth plus pavilion partnership $1,625 US (Based upon 2001 rates)
National Tour Association Marketplace Los Angeles, CA November 8-13, 2002	US and Canadian Tour/Motorcoach Operators meetings in one-to-one prescheduled appointments (Association membership required in advance of marketplace registration)	Receptive operators, accommodations, attractions and events, transportation and DMOs	Membership: One time initiation fee - $1,005.00 US Annual dues - $550.00 US Delegate Fee: $1,005.00 US (Based upon 2001 rates)
USTOA 2002 United States Tour Operator Association Location - To be announced December 2002	US and Canadian Tour Operators meetings in one-to-one prescheduled appointments. USTOA is, a US-based organization of wholesale tour operators as well as Associate and Allied members. (Association membership required in advance of marketplace registration).	Receptive operators, accommodations, attractions and events, transportation and DMOs	Membership: $750.00 US per year Registration Fee: $450.00 US (plus membership fee) (Based upon 2001 rates)

For information contact Cathy Anderson 709-729-5633 canderson@mail.gov.nf.ca

VISITING FRIENDS AND RELATIVES MARKET

Come Home Year Support Program

Description: An application-based program available to any committee organizing a reunion/come home year that is intended to attract visitation from outside the province. Support includes mail-out service (out of province only) and advisory service.

Deadline: November 2001 - March 2002

For information contact Sandy Hickman 709-729-5260 shickman@mail.gov.nf.ca

OUTDOOR ADVENTURE MARKET

Consumer Shows

Consumer Shows			
Program	**Description**	**Who Should Attend**	**Cost**
OUTSIDE'S International Adventure Travel & Outdoor Sports Show Chicago, IL February 21-24, 2002	Largest adventure travel show with over 17,000 attendees in 2001 including consumer, over 350 travel agents, destination outfitters and Eco advocates	Receptive adventure/tour operators, accommodations, major attractions and events, transportation and DMOs	Booth Space: $1,400.00 US (10'x10') Seminar Registration: $150.00 US (Based upon 2001 rates)
The Coors Light Outdoor Adventure Show Toronto, ON, February 22-24, 2002	Canada's premiere outdoor adventure travel show with over 31,000 attendees in 2001. Canada's largest consumer show dedicated to outdoor adventure.	Receptive adventure operators, accommodations, major attractions and events, transportation and DMOs	Booth Space: $1,095.00 (10'x10') Seminar Registration: $100.00
SuperTrax International Snowmobilers Show Toronto, ON October 18-20, 2002	This show has a rich history of gathering the entire North American snowmobile industry in one place. It attracts tens of thousands of snowmobilers from the largest snowmobile rich geographic area on the continent. Snowmobilers come from all over Ontario, Quebec, the Maritimes, New York, Michigan, Ohio, Pennsylvania and others.	Snowmobile enthusiasts, receptive tour operators, DMOs, outfitters, accommodations and snowmobile related services and providers.	Booth Space: $1,000.00 (10'x10') (Based on 2001 rates)

For information contact Ed Best 709-729-0096 edbest@mail.gov.nf.ca

HUNTING AND FISHING MARKET

Advertising

Following the success of past years, a partnership opportunity for hunting outfitters to advertise in a major United States hunting publication has been negotiated for 2002. In addition, given the success of the hunting co-op, the TCR has secured a similar opportunity for the fly fishing market. These special "Spotlights on Newfoundland and Labrador" will consist of four page colour editorial sections based on the experiences of writers who have visited the province. Each spotlight will be supported by 1/6 page advertisements from participating outfitters.

American Hunter

Description: American Hunter is the official journal of the National Rifle Association (NRA), and is distributed to more than 1.5 million NRA members monthly. This publication provides Newfoundland and Labrador outfitters an opportunity to reach Newfoundland and Labrador's key outdoor market. This year, after an extensive evaluation of several publications, American Hunter was chosen as the most beneficial vehicle for the market.

Distribution Date: March 2002

Deadlines: Booking Deadline December 1, 2001 Material Deadline December 1, 2001

Cost: $650.00 US for a 1/6 page ad.

Fly Fish America

Description: Fly Fish America is distributed to over 145,000 fly fish enthusiasts throughout the United States. This publication will provide Newfoundland and Labrador fly fish outfitters an opportunity to reach key members of their market as part of a high impact piece highlighting the fly fish experience in this province.

Distribution Date: February 2002

Deadlines: Booking Deadline January 3, 2002 Material Deadline January 3, 2002

Cost: $650.00 US for a 1/6 page ad.

For information contact Brett Thornhill 709-729-2806 bthornhill@mail.gov.nf.ca

NOTES:

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- *Programs and costs are subject to change*
- *Prices do not include applicable taxes*

Consumer Shows

Consumer Shows			
Program	**Description**	**Who Should Attend**	**Cost**
The Fly Fishing Show Somerset, NJ January 25-27, 2002	Fishing enthusiasts and travel agents in the Tri-State area. The world's largest Fly Fishing Show	Fishing outfitters, accommodations, transportation and DMOs	Booth Space: $825.00 US (10' x 10'); Corner Booth: $95.00 extra
Eastern Fishing & Outdoor Exposition Worcester, MA January 31 - February 3, 2002	Hunting and fishing enthusiasts and travel agents in the New England, Metro Boston area.	Hunting and fishing outfitters, accommodations, transportation and DMOs	Booth Space: $750.00 US (10' x 10')
The Old Dominion Fly Fishing Show Chantilly, VA February 15-17, 2002	Fishing enthusiasts and travel agents in the Mid-Atlantic region of the United States.	Fishing outfitters, accommodations, transportation and DMOs	Booth Space: $550.00 US (10' x 10')
Safari Club International Convention Las Vegas, NV March 20-23, 2002	The premier hunting show in the United States for big game hunting enthusiasts and travel agents.	Hunting outfitters, accommodations, transportation and DMOs	Booth Space: $1,750.00 US (10' x 10') Annual Membership Minimum $400 US donation requirement
National Rifle Association Convention Reno, NV April 26-28, 2002	Hunting enthusiasts and travel agents in the West and Mid-West United States area.	Hunting outfitters, accommodations, transportation and DMOs	Booth Space: $600.00 US (10' x 10')
Hunters Extravaganza Fort Worth, TX August 16-18, 2002	Trophy hunting enthusiasts and travel agents in the Texas area. The largest hunting show in the South.	Hunting outfitters, accommodations, transportation and DMOs	Booth Space: $600.00 US (10' x 10') Corner Booth: $100.00 US extra

For information contact Ed Best 709-729-0096 edbest@mail.gov.nf.ca

MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL MARKET

Advertising

Conventions Meeting Canada

Description: Published annually by Meetings and Incentive Travel, this directory is the official guide to meeting places and services in Canada. It is distributed to more than 10,400 meeting planners in Canada, primarily corporations, associations and governments. Newfoundland and Labrador Tourism prepares the introductory page and the editorial content for the Newfoundland and Labrador Section. Consultation on listings is available. Advertising partnerships are welcomed.

Distribution Date: April 2002

Booking Deadline: May 1, 2002 **Material Deadline:** May 1, 2002

Cost: Dependant on the number of participants

For information contact Brenda Walsh 709-729-2777 bbwalsh@mail.gov.nf.ca

Convention Services

Description: Consultation, materials support and mailing assistance provided to national and regional conference organizers hosting conventions and meetings in Newfoundland and Labrador.

Timing: Year round

For information contact Brenda Walsh 709-729-2777 bbwalsh@mail.gov.nf.ca

Incentive Travel

Description: Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize staff for increased levels of performance in support of organizational goals. Tourism Newfoundland and Labrador provides consultation, marketing and product development to industry suppliers of this lucrative market.

Timing: Year round

For information contact Brenda Walsh 709-729-2777 bbwalsh@mail.gov.nf.ca

Trade Shows

Trade Shows			
Program	**Description**	**Who Should Attend**	**Cost**
Canadian Tourism Commission Incentive Travel Showcases Chicago, IL, Atlanta, GA, New York, NY January - March 2002	Canadian Tourism Commission sponsored and hosted Showcases in selected US cities. Clients by invitation only and pre-qualified	DMOs, Destination Marketing Companies (DMCs), Hotels	Each Showcase: $1,500.00 Includes table top booth and reception
Tête a Tête Ottawa, ON February 20, 2002	Ottawa Chapter of the Canadian Society of Association Executives (CSAE) Chapter Showcase.	CVBs, DMOs DMCs, Hotels	Cost shared among participants Approximately $300.00 Tabletop displays
Canadian Society of Association Executives (CSAE) Conference and Trade Show Hull, QC July 27-29, 2002	Premier Association market trade show and conference	CVBs, DMOs, DMCs, Hotels	Conference registration: $600.00 Booth: Cost shared among participants
Canadian Meeting and Incentive Travel Trade Show and Symposium (CMITS) Toronto, ON August 22-23, 2002	Premier corporate meeting and incentive travel symposium and trade show. National corporate and incentive market.	CVBs, DMOs, DMCs, Hotels	Symposium registration, $500.00 Booth: Cost shared among participants Each booth approximately $1,500.00
Incentive Travel and Meeting Executive Trade Show (IT&ME) Chicago, IL October 15-17, 2002	Premier Incentive Travel show in North America. Participation in partnership with the Canadian Tourism Commission within the Canada Stand.	DMCs, DMOs, Hotels	Booth as part of Canada Stand: $3,000.00 Cost shared among participants

For information contact Brenda Walsh 709-729-2777 bbwalsh@mail.gov.nf.ca

IN PROVINCE RESIDENT PROGRAM

Once again this year, the province will initiate an in-province resident advertising program. The strategies for the in-province resident campaign are outlined below:

- Increase resident in-province travel and expenditures by motivating residents to vacation in-province versus out-of-province.
- Increase frequency of travel by motivating residents to take additional and more frequent trips throughout the year.
- Lengthen the stay by increasing awareness of and interest in very specific things to do, places to go and sights to see.
- Increase money spent by promoting value of tourism offerings through packaging.

As of press time the details of the 2002 in-province resident program have not been confirmed. Industry partners will be informed as the details are finalized.

For more information contact Brett Thornhill 709-729-2806 bthornhill@mail.gov.nf.ca

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- *Prices do not include applicable taxes*

ACRONYMS: CTC-Canadian Tourism Commission, DMC-Destination Marketing Companies, DMO-Destination Marketing Organizations,NRA-National Rifle Association, TCR-Department of Tourism, Culture and Recreation, TDMS-Tourism Destination Management System, VIC-Visitor Information Centre

Consumer, Trade Shows, Marketplaces

All Markets – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
Rendez-Vous Canada Halifax, NS May 19-22, 2002	International tour operators and media meet in one-to-one pre-scheduled appointments.	Receptive operators, accommodations, attractions and events, and DMOs	Registration Fee: $795.00 Booth Fee: $965.00 Shared, $1,790.00 Full Includes 8'x10' booth, pipe and drape, marketplace appointments, social functions, security, booth storage, some meals and travel between hotel and RVC Venue. Registration deadline: December 2001

For information contact Kathleen Crotty 709-729-6150 kcrotty@mail.gov.nf.ca

United States – Trade			
Program	**Description**	**Who Should Attend**	**Cost**
American Bus Association Marketplace Kissimmee, FL, February 2-7, 2002 Indianapolis, ID, February 1-6 2003	US and Canadian Tour/Motorcoach Operators meetings in one-to-one pre-scheduled appointments (Association membership required in advance of marketplace registration)	Receptive operators, accommodations, attractions and events, transportation and DMOs	Membership: $425.00 US per year Registration Fee: $995.00 US (Based upon 2002 rates)
Educational Travel Conference and Trade Show Los Angeles, CA February 22-25, 2002	Meet with travel planners from alumni associations, continuing education departments, zoos and nature centres, conservation groups, museums, cultural institutions, and other non-profit organizations interested in learning vacations. Formerly the Non-profits Conference.	Receptive Operators, DMOs	Registration Fee: $1,240.00 US
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USTOA 2002 United States Tour Operator Association Location - To be announced December 2002	US and Canadian Tour Operators meetings in one-to-one prescheduled appointments. USTOA is, a US-based organization of wholesale tour operators as well as Associate and Allied members. (Association membership required in advance of marketplace registration).	Receptive operators, accommodations, attractions and events, transportation and DMOs	Membership: $750.00 US per year Registration Fee: $450.00 US (plus membership fee) (Based upon 2001 rates)

For information contact Cathy Anderson 709-729-5633 canderson@mail.gov.nf.ca

VISITING FRIENDS AND RELATIVES MARKET

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Description: An application-based program available to any committee organizing a reunion/come home year that is intended to attract visitation from outside the province. Support includes mail-out service (out of province only) and advisory service.

Deadline: November 2001 - March 2002

For information contact Sandy Hickman 709-729-5260 shickman@mail.gov.nf.ca

OUTDOOR ADVENTURE MARKET

Consumer Shows

Consumer Shows			
Program	**Description**	**Who Should Attend**	**Cost**
OUTSIDE'S International Adventure Travel & Outdoor Sports Show Chicago, IL February 21-24, 2002	Largest adventure travel show with over 17,000 attendees in 2001 including consumer, over 350 travel agents, destination outfitters and Eco advocates	Receptive adventure/tour operators, accommodations, major attractions and events, transportation and DMOs	Booth Space: $1,400.00 US (10'x10') Seminar Registration: $150.00 US (Based upon 2001 rates)
The Coors Light Outdoor Adventure Show Toronto, ON, February 22-24, 2002	Canada's premiere outdoor adventure travel show with over 31,000 attendees in 2001. Canada's largest consumer show dedicated to outdoor adventure.	Receptive adventure operators, accommodations, major attractions and events, transportation and DMOs	Booth Space: $1,095.00 (10'x10') Seminar Registration: $100.00
SuperTrax International Snowmobilers Show Toronto, ON October 18-20, 2002	This show has a rich history of gathering the entire North American snowmobile industry in one place. It attracts tens of thousands of snowmobilers from the largest snowmobile rich geographic area on the continent. Snowmobilers come from all over Ontario, Quebec, the Maritimes, New York, Michigan, Ohio, Pennsylvania and others.	Snowmobile enthusiasts, receptive tour operators, DMOs, outfitters, accommodations and snowmobile related services and providers.	Booth Space: $1,000.00 (10'x10') (Based on 2001 rates)

For information contact Ed Best 709-729-0096 edbest@mail.gov.nf.ca

HUNTING AND FISHING MARKET

Advertising

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Distribution Date: March 2002

Deadlines: Booking Deadline December 1, 2001 Material Deadline December 1, 2001

Cost: $650.00 US for a 1/6 page ad.

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Description: Fly Fish America is distributed to over 145,000 fly fish enthusiasts throughout the United States. This publication will provide Newfoundland and Labrador fly fish outfitters an opportunity to reach key members of their market as part of a high impact piece highlighting the fly fish experience in this province.

Distribution Date: February 2002

Deadlines: Booking Deadline January 3, 2002 Material Deadline January 3, 2002

Cost: $650.00 US for a 1/6 page ad.

For information contact Brett Thornhill 709-729-2806 bthornhill@mail.gov.nf.ca

NOTES:

- *Costs are in Canadian dollars unless indicated*
- *Programs and costs are subject to change*
- *Prices do not include applicable taxes*

Consumer Shows

Consumer Shows			
Program	**Description**	**Who Should Attend**	**Cost**
The Fly Fishing Show Somerset, NJ January 25-27, 2002	Fishing enthusiasts and travel agents in the Tri-State area. The world's largest Fly Fishing Show.	Fishing outfitters, accommodations, transportation and DMOs.	Booth Space: $825.00 US (10' x 10'). Corner Booth: $95.00 extra.
Eastern Fishing & Outdoor Exposition Worcester, MA January 31 - February 3, 2002	Hunting and fishing enthusiasts and travel agents in the New England, Metro Boston area.	Hunting and fishing outfitters, accommodations, transportation and DMOs.	Booth Space: $750.00 US (10' x 30').
The Old Dominion Fly Fishing Show Chantilly, VA February 15-17, 2002	Fishing enthusiasts and travel agents in the Mid-Atlantic region of the United States.	Fishing outfitters, accommodations, transportation and DMOs.	Booth Space: $550.00 US (10' x 10').
Safari Club International Convention Las Vegas, NV March 20-23, 2002	The premier hunting show in the United States for big game hunting enthusiasts and travel agents.	Hunting outfitters, accommodations, transportation and DMOs.	Booth Space: $1,750.00 US (10' x 10'). Annual Membership Minimum $400 US donation requirement.
National Rifle Association Convention Reno, NV April 26-28, 2002	Hunting enthusiasts and travel agents in the West and Mid-West United States area.	Hunting outfitters, accommodations, transportation and DMOs.	Booth Space: $600.00 US (10' x 10').
Hunters Extravaganza Fort Worth, TX August 16-18, 2002	Trophy hunting enthusiasts and travel agents in the Texas area. The largest hunting show in the South.	Hunting outfitters, accommodations, transportation and DMOs.	Booth Space: $600.00 US (10' x 10'). Corner Booth: $100.00 US extra.

For information contact Ed Best 709-729-0096 edbest@mail.gov.nf.ca

MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL MARKET

Advertising

Conventions Meeting Canada

Description: Published annually by Meetings and Incentive Travel, this directory is the official guide to meeting places and services in Canada. It is distributed to more than 10,000 meeting planners in Canada, primarily corporations, associations and governments. Newfoundland and Labrador Tourism prepares the introductory page and the editorial content for the Newfoundland and Labrador Section. Consultation on listings is available. Advertising partnerships are welcomed.

Distribution Date: April 2002

Booking Deadline: May 1, 2002 **Material Deadline:** May 1, 2002

Cost: Dependant on the number of participants

For information contact Brenda Walsh 709-729-2777 bbwalsh@mail.gov.nf.ca

Convention Services

Description: Consultation, materials support and mailing assistance provided to national and regional conference organizers hosting conventions and meetings in Newfoundland and Labrador.

Timing: Year round

For information contact Brenda Walsh 709-729-2777 bbwalsh@mail.gov.nf.ca

Incentive Travel

Description: Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize staff for increased levels of performance in support of organizational goals. Tourism Newfoundland and Labrador provides consultation, marketing and product development to industry suppliers of this lucrative market.

Timing: Year round

For information contact Brenda Walsh 709-729-2777 bbwalsh@mail.gov.nf.ca

Trade Shows

Trade Shows			
Program	**Description**	**Who Should Attend**	**Cost**
Canadian Tourism Commission Incentive Travel Showcases Chicago, IL, Atlanta, GA, New York, NY January - March 2002	Canadian Tourism Commission sponsored and hosted Showcases in selected US cities. Clients by invitation only and pre-qualified.	DMOs, Destination Marketing Companies (DMCs), Hotels	Each Showcase: $1,500.00 Includes table top booth and reception.
Tête a Tête Ottawa, ON February 20, 2002	Ottawa Chapter of the Canadian Society of Association Executives (CSAE) Chapter Showcase.	CVBs, DMOs DMCs, Hotels	Cost shared among participants. Approximately $300.00. Tabletop displays.
Canadian Society of Association Executives (CSAE) Conference and Trade Show Hull, QC July 27-29, 2002	Premier Association market trade show and conference.	CVBs, DMOs, DMCs, Hotels	Conference registration: $600.00. Booth: Cost shared among participants.
Canadian Meeting and Incentive Travel Trade Show and Symposium (CMITS) Toronto, ON August 22-23, 2002	Premier corporate meeting and incentive travel symposium and trade show. National corporate and incentive market.	CVBs, DMOs, DMCs, Hotels	Symposium registration: $500.00. Booth: Cost shared among participants. Each booth approximately $1,500.00.
Incentive Travel and Meeting Executive Trade Show (IT&ME) Chicago, IL October 15-17, 2002	Premier Incentive Travel show in North America. Participation in partnership with the Canadian Tourism Commission within the Canada Stand.	DMCs, DMOs, Hotels	Booth as part of Canada Stand: $3,000.00. Cost shared among participants.

For information contact Brenda Walsh 709-729-2777 bbwalsh@mail.gov.nf.ca

IN PROVINCE RESIDENT PROGRAM

Once again this year, the province will initiate an in-province resident advertising program. The strategies for the in-province resident campaign are outlined below:

- Increase resident in-province travel and expenditures by motivating residents to vacation in-province versus out-of-province.
- Increase frequency of travel by motivating residents to take additional and more frequent trips throughout the year.
- Lengthen the stay by increasing awareness of and interest in very specific things to do, places to go and sights to see.
- Increase money spent by promoting value of tourism offerings through packaging.

As of press time the details of the 2002 in-province resident program have not been confirmed. Industry partners will be informed as the details are finalized.

For more information contact Brett Thornhill 709-729-2806 bthornhill@mail.gov.nf.ca

NOTES

- *Costs are in Canadian dollars unless indicated.*
- *Programs and costs are subject to change.*
- *Prices do not include applicable taxes.*

ACRONYMS: CTC-Canadian Tourism Commission, DMC-Destination Marketing Companies, DMO-Destination Marketing Organizations, NRA-National Rifle Association, TCR-Department of Tourism, Culture and Recreation, TDMS-Tourism Destination Management System, VIC-Visitor Information Centre.

The most easterly point in North America, Cape Spear National Historic Site.

Calendar of Dates

DECEMBER 2001 - DECEMBER 2002

LEGEND

■ Free Listing Deadline ▒ Booking Deadline ■ Material Deadline

ALL MARKETS

Travel Guide 2003	■ May 31/02	▒ Aug 23/02 ■ Aug 30/02
Web Site Links		Anytime
VIC Literature Distribution	■ Apr 30/02 & May 31/02	
Tourism Information System		Anytime
Tourism Reservations System		Anytime
Educational Tours		Offered Year Round
Ontario/Maritimes Newspaper	▒ Feb 15/02	

SIGHTSEEING/TOURING - Canada

Toronto Golf & Travel Show	Mar 1-3
Toronto Travel & Leisure Show	Apr 18-21
Atlantic Canada Showcase	Oct
Ontario Motorcoach Association Marketplace	Oct 27-30

SIGHTSEEING/TOURING - Europe

CMT	Jan 19-27
FESPO	Jan 24-27
Visit North America	Jan 29-30
Destinations 2002	Jan 31-Feb 4
Spotlight Canada	Mar 11-13
ITB	Mar 16-20

SIGHTSEEING/TOURING - Japan

KANATA	Oct
Toronto/Vancouver Sales Mission	Dec

SIGHTSEEING/TOURING - All Markets

Travel Media Association of Canada AGM & Media Marketplace	Feb 9-10
Annual CTC Media Marketplace	Apr 28-30
Society of American Travel Writers AGM & Media Marketplace	Oct 27-Nov 1
Rendez-Vous Canada	May 19-22

SIGHTSEEING/TOURING - United States

American Bus Association 2002	Feb 2-7
American Bus Association 2003	Feb 1-6
Educational Travel Conference & Travel Show	Feb 22-25
Seatrade Cruise Shipping and Trade Show	Mar 11-15
National Tour Association Marketplace	Nov 8-13
USTOA 2002	Dec

VISITING FRIENDS AND RELATIVES

Come Home Support Program	Nov/01-Mar/02

OUTDOOR ADVENTURE

OUTSIDE's International Adventure Travel & Outdoor Show	Feb 21-24
Coors Light Outdoor Adventure Show	Feb 22-24
SuperTrax International Snowmobilers Show	Oct 18-20

HUNTING AND FISHING

American Hunter	▒ Dec 1/01	■ Dec 1/01
Fly Fish America	▒ Jan 3/02	■ Jan 3/02
The Fly Fishing Show		Jan 25-27
Eastern Fishing & Outdoor Exposition		Jan 31-Feb 3
The Old Dominion Fly Fishing Show		Feb 15-17
Safari Club International Convention		Mar 20-23
National Rifle Association Convention		Apr 26-28
Hunters Extravaganza		Aug 16-18

MEETINGS, CONVENTIONS, INCENTIVE TRAVEL

Canadian Tourism Commission Incentive Travel Showcases		Jan-Mar
Tête a Tête		Feb
Conventions Meetings Canada	▒ May 1/02	■ May 1/02
Canadian Society of Association Executives (CSAE) Conference and Trade Show		Jul 27-Jul 29
Canadian Meeting and Incentive Travel Trade Show and Symposium (CMITS)		Aug 22-23
Incentive Travel and Meeting Executive Trade Show (IT&ME)		Oct 15-17

Department of Tourism, Culture and Recreation, P.O. Box 8700, St. John's, NF, Canada A1B 4J6 Tel: 709-729-2830